

July 14, 1994

To: Regional Managers/Regional Operations Managers
Subject: Additional 1994 Regional Permanent Retail Presence Funding

Attached you will find a "1994 Additional Permanent Retail Presence Menu" with your increased regional funding for the balance of 1994.

Special Instructions:

- Regional Manager/Regional Operations Manager will order all additional retail presence items for their region. Once all orders for additional items are received in Winston-Salem, regions will be able to allocate items to division level if desired.
- Funds must be spent on those items listed on the menu.
- All regions have been allocated a number of Camel Contravision Units, Camel Checkout Counter Waterfall Units, 36" Light Thief With Pricer Units (Camel or Winston) and Camel Logo Neons.

Next Steps:

- All complete orders must be returned to Winston-Salem (Attention: K. B. Hedrick, Sales) by August 1, 1994.
- Items will be entered into SMS and allocations to region level by August 12, 1994.
- Item availability dates will be provided by week of August 22, 1994. (Target availability date for all items is no later than September 23, 1994.)

If you have any questions or need additional information, please call K.B. Hedrick (ext. 2530).

MERCHANDISING DEPARTMENT

Attachments: - Menu List With Budget
- Specification Sheets For The Checkout Counter Waterfall Unit --
36" Light Thief w/Pricer Unit -- New Camel Logo Neon

cc: Area Vice Presidents
Directors of Area Operations

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